



Not a restaurant with a chef. A teacher with a counter.

TAGLINE

Ten seats. One lesson.

THE STORY IN THREE SENTENCES

Kenji Mori spent twenty six years in Kanazawa learning that the fish decides. He moved to London with ten chairs and one rule: attention is the only ingredient never substituted. Every night, nine courses teach it.

THE ELEVATOR PITCH

The Sensei is a ten seat omakase counter in Marylebone where the tasting menu is taught, not served: nine courses, each introduced with a single sentence, £180, two seatings, reservations released monthly and gone in minutes.

MESSAGE HIERARCHY · ALWAYS IN THIS ORDER

1. The lesson (why we exist) · 2. The counter (what happens) · 3. The seat (how to come)

Meaning before menu before booking. If a piece of copy leads with price or scarcity, it is off brand.

VOICE · SAY / NEVER

Sit. Watch. Taste.

The fish decides.

Seats open on the first, at noon.

~~An unforgettable culinary journey
awaits!~~

~~Authentic zen dining experience.~~

~~Book now, limited availability!!~~